

A vibrant sunflower field under a bright, cloudy sky. The sun is high, creating a lens flare effect. The sunflowers are in various stages of bloom, with large green leaves and bright yellow petals. The overall mood is sunny and optimistic.

THE **TWEED**
TOURISM CO.

QUARTERLY REPORT

JAN - MAR 2019

TABLE OF CONTENTS

1.0 OVERVIEW	1
2.0 CONTRACT OBLIGATIONS	2
2.1 VISITOR INFORMATION CENTRE REVIEW	2
2.2 DESTINATION MANAGEMENT PLAN REVIEW	3
3.0 STAKEHOLDER ENGAGEMENT AND PARTNERING	3
3.1 TWEED TOURISM CO THINKTANK	4
3.2 CROSS BORDER TOURISM WORKING GROUP (CBTWG)	4
3.2.1 CBTWG Projects	5
3.3 MEMORANDUMS OF UNDERSTANDING (MOU)	5
4.0 DESTINATION RESEARCH: MONITORING AND ANALYSIS	6
4.1 OVERVIEW	6
4.2 EXPENDITURE STATISTICS	7
5.0 DESTINATION MARKETING CHANNELS	7
5.1.1 DELIVERY OF A MOBILE-RESPONSIVE WEBSITE	8
5.1.2 SOCIAL MEDIA CHANNELS AND CAMPAIGNS	8
5.1.3 NEW DESTINATION WEBSITE DEVELOPMENT	11
5.2 COMMUNICATIONS UPDATE	12
5.2.1 THE INTERNATIONAL MEDIA MARKETPLACE (IMM)	12
5.2.2 GENERAL UPDATE	12
5.2.3 MEDIA COMPILATION LIST:	13
6.0 INDUSTRY AND PRODUCT DEVELOPMENT	14
6.1 MICE MARKETS	14
6.2 TRADE DEVELOPMENT	15
6.3 INDUSTRY AND OPERATOR EDUCATION	16
6.3.1 THE TWEED TOURISM ACADEMY	16
7.0 EXPERIENCE & TOURISM DEVELOPMENT	17
7.1 SPORTS TOURISM STRATEGY	17
7.2 PRIORITY DEVELOPMENT PROJECTS	18
7.2.1 NORTHERN RIVERS RAIL TRAIL	18
7.2.2 TWEED BYRON HINTERLAND WALKING TRAILS	19
8.0 ACTION PLAN	19

1.0 OVERVIEW

The Tweed Tourism Company (TTC) commenced operations in October 2018 with an immediate opening of Visitor Information Centre (VIC) doors into a school holiday period.

The second 3 months of operation has been a consolidation phase with the progression of operational and staffing aspects and significant new initiatives being implemented.



2.0 CONTRACT OBLIGATIONS

2.1 VISITOR INFORMATION CENTRE REVIEW

This VIC review is part of the Tweed Shire Council's (TSC) contract with DR Tourism, operating under licence as TTC, and as such a lengthy and detailed report was prepared for the contractual deadline of November 30th. Underpinning this report is TTC's view that VICs are a critical component of a region's tourism capacity but that national VIC trends, digital disruption and a lack of vision has undermined the viability of the centres. TTC believes that VICs have a role to play whilst they are contributing to increased visitation, dispersal, length of stay and yield.



Following the completion of this report, TTC presented its recommendations to TSC on the 14th February 2019, and requested permission from Council to develop costed business feasibility plans for the following, noting that they must work together for budgetary purposes to form a cohesive visitor information services strategy:

1. Murwillumbah planning for a partnership with the Tweed Regional Museum.
2. Tweed Heads planning for a partnership with the Tweed Shire Council at Point Danger, Duranbah.
3. Kingscliff to stay as is, noting the potential for upgraded services.
4. Mobile VIC planning in the form of a trailer and/or vehicle.

Our intent in seeking approval from Council to make changes to the current visitor information centre structure is not to dilute visitor information services – it is to establish effective, sustainable centres that fulfil their key requirements, being to encourage visitor dispersal, increased length of stay and increased visitor expenditure within the Tweed tourism and wider business community.

At the General Council Meeting held on Thursday 21st March 2019, Council opted to endorse all recommendations to continue into planning stages, other than the Murwillumbah VICs partnership with the Tweed Regional Museum. As such, TTC is engaged in developing further innovative solutions for impactful visitor information services in Murwillumbah.

2.2 DESTINATION MANAGEMENT PLAN REVIEW

There is a contractual obligation with TSC for TTC to review the region's Destination Management Plan (DMP) and this was completed by December 31st 2018. Following the successful delivery of this report, TTC presented its recommendation to Council on the 14th February 2019, with the recommendations including the following:

1. This DMP Review Report is noted.
2. The Tweed Tourism Co is approved to make revisions to the DMP, using the next draft to consult with industry and stakeholders and bring a final document to TSC for approval.

TTC is currently formulating a stakeholder engagement plan for this review process, and will be rolling out a series of workshops to Tweed based tourism stakeholders to discuss the Destination Management Plan in the 4th quarter.

3.0 STAKEHOLDER ENGAGEMENT AND PARTNERING

Highlights of TTCs stakeholder engagement and partnering include the continued instigation of regular WIP meetings with Tweed Shire Council stakeholders, a number of presentations and meetings with tourism stakeholders, and the attendance at several important tourism industry events to further raise the profile of both the Tweed Tourism Co. and the Tweed as a holiday destination. These engagements included:

- Workshops with Tweed Shire Councillors;
- Presentation to the Board of Directors of Destination North Coast;
- Presentation to operators (open forum) at the TTC/Tweed Experiences Network partnered industry evening (March 2019);
- Presentation to the Tweed Regional Gallery local advisory board;
- Ongoing liaison with Destination North Coast and Destination New South Wales;
- Ongoing meetings with the Cross Border Working Tourism Group;
- Integration into the Tourism Managers Group (Northern Rivers NSW-specific);
- Attendance and representation of the Tweed at the International Media Marketplace event in Sydney, February 2019;
- Attendance and representation of the Tweed at the Asia Pacific Incentives Meeting Event (AIME) in Melbourne, February 2019;
- Attendance at the Destination Australia Conference (Tourism Australia), Brisbane March 2019; and
- Meetings with a number of tourism operators/businesses including but not limited to Halcyon House, Paradiso Resort, Salt Bistro, Salt Surf Lifesaving Club, Mistere Spa and Retreat, the PBL Group, the Tweed Regional Gallery, Tweed Eco Cruises, Oaks Santai, Mavis's Kitchen, North Star Holiday Resort, The Hideaway Cabarita Beach, Tropical Fruit World, Life of Water, Crystal Creek Rainforest Retreat, Watersports Guru, Salt Village, Catch a Crab, the Tweed Regional Gallery, M-Arts Precinct, Tweed Coast Guide, Farm to Plate, Harvest, MAT, Taste Tweed, Tasting Plate Tours, Fins Restaurant, Tweed Coast Holiday Parks, The Commons, Blue Ginger Picnics, Murwillumbah Farmers Markets, Madura Tea, and the Surfing Australia High Performance Centre.



3.1 TWEED TOURISM CO THINKTANK

During the reporting period, a further two Thinktank forums have been held, in January and March.

The focus for January was:

- Update on the two major reviews (VICs and DMP); and
- Scoping ideas for a potential major consumer marketing campaign (still TBC) in the 2019 calendar year.

The March forum was focused on working with local operators to drive an effective trade strategy that both supports current operator undertakings whilst also opening further market opportunities.

TTC seeks a spread of thinking, ideas and views, hence the Thinktank composition will vary across the broad stakeholder and industry base with which we engage. Participants have been chosen from an Expression of Interest process, direct invitation and some individuals are invited for a single forum based on the topic to optimise input, innovative thinking and skill sets.

The forum has no decision-making capacity, oversight of TTC's operational arm nor is it based on advocacy for any sector, entity, association or industry group. Conducted every 6 weeks, each Thinktank forum seeks to advance the "big agenda" (set during the first meeting) by focusing on a meaningful set of items (no more than 2-3) and guide our strategic thinking and directions.

3.2 CROSS BORDER TOURISM WORKING GROUP (CBTWG)

TTC joined the CBTWG in October 2018 and it was immediately apparent that other stakeholders had also changed their representatives within the group. With both a set of new representatives, and the group's (prior) decision to discontinue the 'Green Cauldron' initiative; the time was judged as right for a reassessment of the partnership's objectives.

This has led to Southern Cross University leading an 'Environmental Scan' of the participating organisations which aims to give the partnership a set of information to collectively work with and build a re-clarified purpose into the future. This is a work in progress with updates to be supplied in future reports.

3.2.1 CBTWG PROJECTS

The Rainforest Way project continues as a key deliverable for the CBTWG. Recent works undertaken have included the consumer branding receiving a light refresh in late 2018, and the roll-out of updated signage occurring for New South Wales stakeholders of the program in the last quarter of the 2018/19 financial year.

Additionally, the CBTWG partnership is considering a focus on operator education to be implemented in the short-term with benefits for local operators in all applicable regions, and as such is scoping a range of programs inclusive but not limited to; trade packaging, digital proficiency and general mentoring.

3.3 MEMORANDUMS OF UNDERSTANDING (MOU)

It was reported in the last quarterly report that TTC had ratified strategic MOU's with the Gold Coast Airport, the Tweed Experiences Network (TEN) and Connecting Southern Gold Coast.

In the January to March 2019 reporting period, TTC has additionally progressed an MOU with Northern Rivers Food (NRF) to ensure effective communication and promotion in the agri-tourism sector.

NRF is a not-for profit body working across the entire Northern Rivers with aims of connecting people in the local food industry by providing regular events, workshops and networking opportunities.

With Agri-tourism noted as a key experiential pillar for the Tweed region and inevitably to be a key focus in the Destination

Management Plan, this MOU is of significant importance for effective promotion in the sector. Additionally the MOU has highlighted that the partnership will collaboratively scope and undertake a joint project of significance for the region.

4.0 DESTINATION RESEARCH: MONITORING AND ANALYSIS

4.1 OVERVIEW

At the time of submitting this report to Tweed Shire Council - only the latest IVS (international visitor survey statistics) had been released by Tourism Research Australia. As such, the following information relates to international statistics for the year ending December 2018 only. Once the NVS (national visitor survey) statistics are released, these will be compiled and distributed to Council.

The Tweed region's year ending December 2018 data for the international market shows a number of large percentage changes, in comparison to the year ending December 2017.

For the international visitor reporting, a 9.6% decrease in total international overnight visitors was offset by some strong gains in average length of stay (ALOS), total nights, total visitor expenditure and expenditure per visit. Fewer visitors stayed in the Tweed for longer periods, with statistics demonstrating an increase of 28% in ALOS, with total nights spent in the region increasing by a strong 16%, and total expenditure increasing by approximately 8.4% to a

total of \$16.7 million. All of these increases/decreases have been made in comparison to the year ending December 2017.

TABLE 1: VISITATION STATISTICS FOR THE YEAR ENDING DECEMBER 2018 (IN COMPARISON TO YEAR ENDING DECEMBER 2017)

TWEED REGION - International Visitor Survey

Overnight Visitors	% Change	Visitor Nights	% Change	ALOS	% Change
26,779	-9.6%	257,912	16%	9.6	28%

NORTH COAST NSW - International Visitor Survey

Overnight Visitors	% Change	Visitor Nights	% Change	ALOS	% Change
355,000	1.4%	3,770,000	-3.5%	10.6	-5.3%

4.2 EXPENDITURE STATISTICS

Whilst TTC will include expenditure statistics in its reporting, we would like to note the following caveat regarding methodology and how this data should be used:

Caveat

Some local government areas (inclusive of the Tweed) complete the modelling based on the Tourism Region (TR) expenditure applied to the visitation rate (as taken from TRA online). Whilst this methodology is the most effective available, it assumes that visitors

have the same spending patterns universally. TRA refuses to make that assumption and as such this data is derived by the LGA and never published. Additionally, TRA also considers the expenditure data on a yearly basis the data as too volatile.

TTC recommends that the expenditure data can be a good way to demonstrate the importance of direct visitor expenditure for the local Tweed economy, noting that economic multipliers then mean this injection of new money spreads throughout the community. The data should be used with caution, in particular with large year-to-year fluctuations. A better method is to look at trend information and a gradual change in expenditure over a number of years which TTC will look to provide in upcoming reporting periods for added context.

TABLE 2: INTERNATIONAL VISITOR EXPENDITURE FOR THE YEAR ENDING DECEMBER 2018 (IN COMPARISON TO YEAR ENDING DECEMBER 2017)

TWEED REGION - International Overnight Spend

	YE December 2018	YE December 2017	% Change
Total Expenditure	\$16.7 million	\$15.4 million	8.4%
Expenditure per visit	\$622	\$526	18.3%
Expenditure per night	\$64	\$71	-9.9%

*Please note the supplied figures are estimates only based on data extracted from Tourism Research Australia's (TRA) National Visitor Survey and International Visitor Survey, and the TRA local Government Area Profiles.

5.0 DESTINATION MARKETING CHANNELS

5.1 DIGITAL STRATEGY

It was reported in the last quarterly report that following its inception, TTC developed a three phase starting digital plan inclusive of the:

- Delivery of a mobile responsive (temporary) website - **completed November 2018;**
- Social amplification and consumer competitions over the summer and Christmas period - **complete and ongoing;** and
- Scoping and tender of a new destination website - **underway.**

5.1.1 DELIVERY OF A MOBILE-RESPONSIVE WEBSITE

Whilst the newly developed website (implemented November 2018) has been confirmed as a low-cost placeholder whilst a proper destination website is developed; TTC is using this responsive platform to generate content marketing opportunities in the form of developing blog content for the region.

In the first quarter of 2019, blogs uploaded have included:

- Five things to love about the Tweed this Easter... (Easter promotions);
- Tasting the Tweed- one farm at a time! (Agri-tourism - industry developments);

- For the love of it, from the valley to the coast (Tweed Coast Weddings - 2019 Wedding Trail support); and
- Art and about in Murwillumbah town... (M-Arts opening support).

5.1.2 SOCIAL MEDIA CHANNELS AND CAMPAIGNS

TTC has continued to build on the new range of new social media channels for the destination, with all channels demonstrating good increases in following and engagement statistics, with the key channels including:

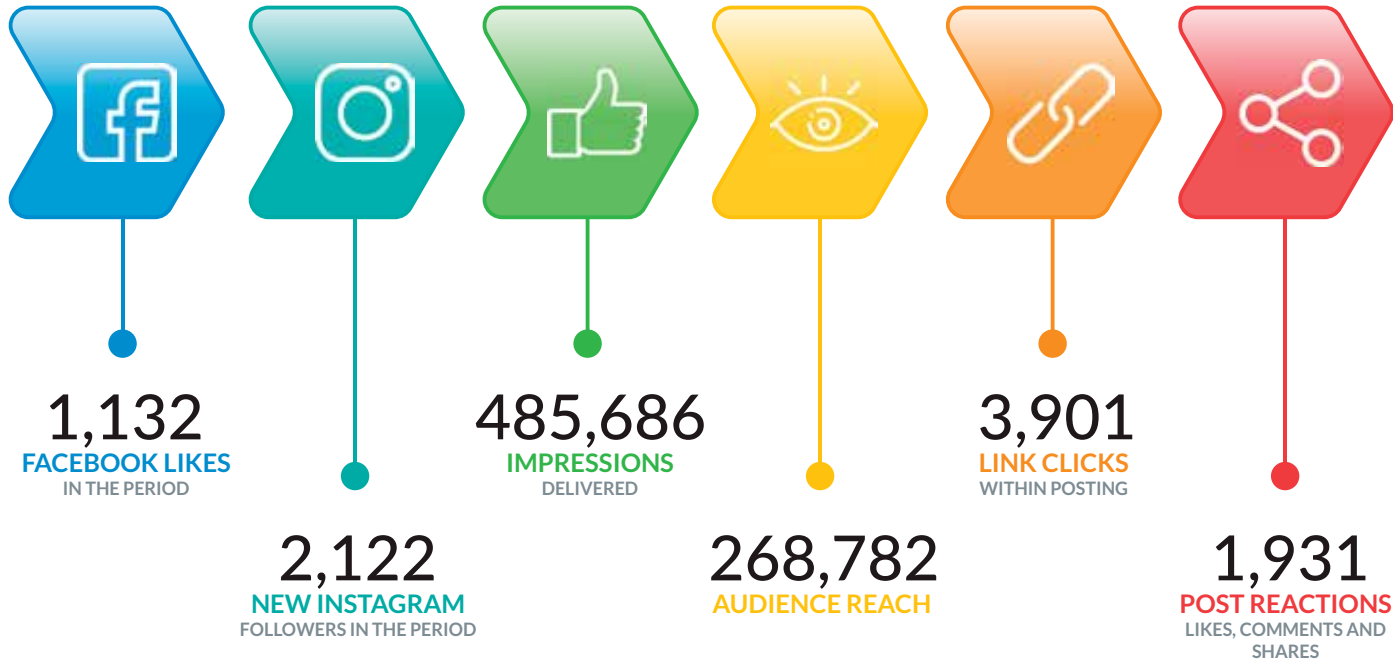
- Consumer Instagram: @thetweed_nsw (2,950 followers)
- Consumer Facebook: @thetweed (2,264 followers)
- Corporate Facebook: @tweedtourismco (225 followers)

As a part of this initiative, TTC has moved into a social amplification period generating campaign (or messaging) periods to focus resources on raising awareness and engagement within the channels. This social strategy also works in with the start-up digital strategy as it is focussing more on engagement measures in the TTC social channels and less focussed on converting users to a website (as the destination website is ultimately still to be fully implemented - please see below).

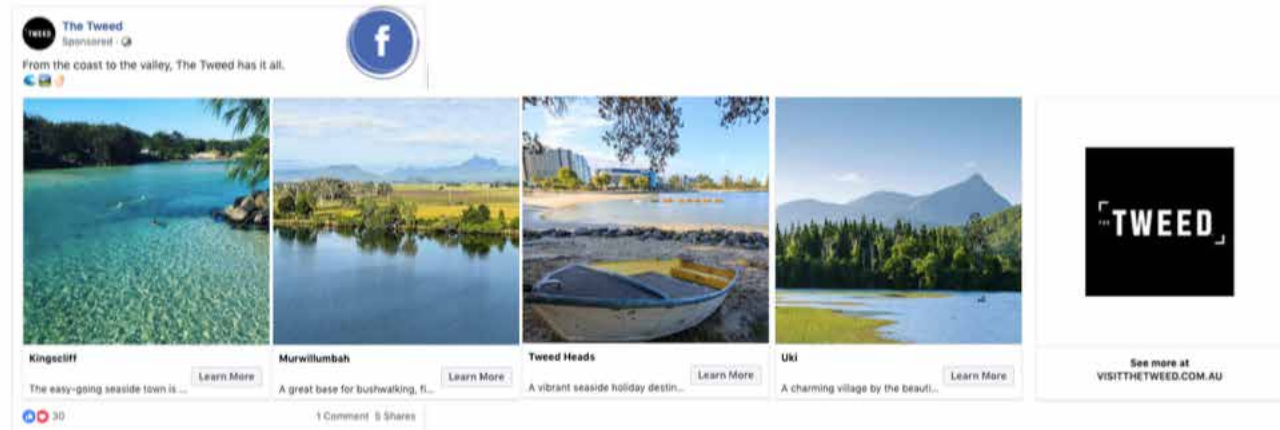
Summer Messaging Period

The first campaign period utilised was across the summer months inclusive of Christmas and running from the start of December through to the Australia Day weekend.

SUMMER MESSAGING PERIOD INSIGHTS:



In particular a competition labelled 'Cabarita Chic' was utilised in this activity to the successful engagement of audiences. Partnering with operators including Halcyon House and Blue Ginger Picnics who had recently won the NSW Business Award for the 'Best New Tourism Business' garnered great interest inclusive 1,201 unique link clicks.



Easter Campaign

In late March, TTC commenced another campaign to encourage Easter holiday visitors to stay longer and enjoy family experiences in The Tweed.

Within this campaign, family holidays are to be a key driving message with the potential for Australian workers to maximise their annual leave by taking three days off between Easter and ANZAC Day (the effect being a ten day stretch inclusive of public holidays). During this period there is great access from a variety of destinations due to the strength of the Gold Coast Airport, however there are also constrictions for many due to high flight costs in the peak period, and as such driving holidays are a strong drawcard.

TTC is aiming to engage audiences from Brisbane to Port Macquarie, noting parents aged 28-50 as a target, and previously engaged audiences also of high interest. Once again an online competition will be used to generate consumer interest with North Star Holiday Resort and WaterPark, The Palm Pottsville, and Recycled Mats all partnering with TTC to support the initiative. Results will follow in future reporting.

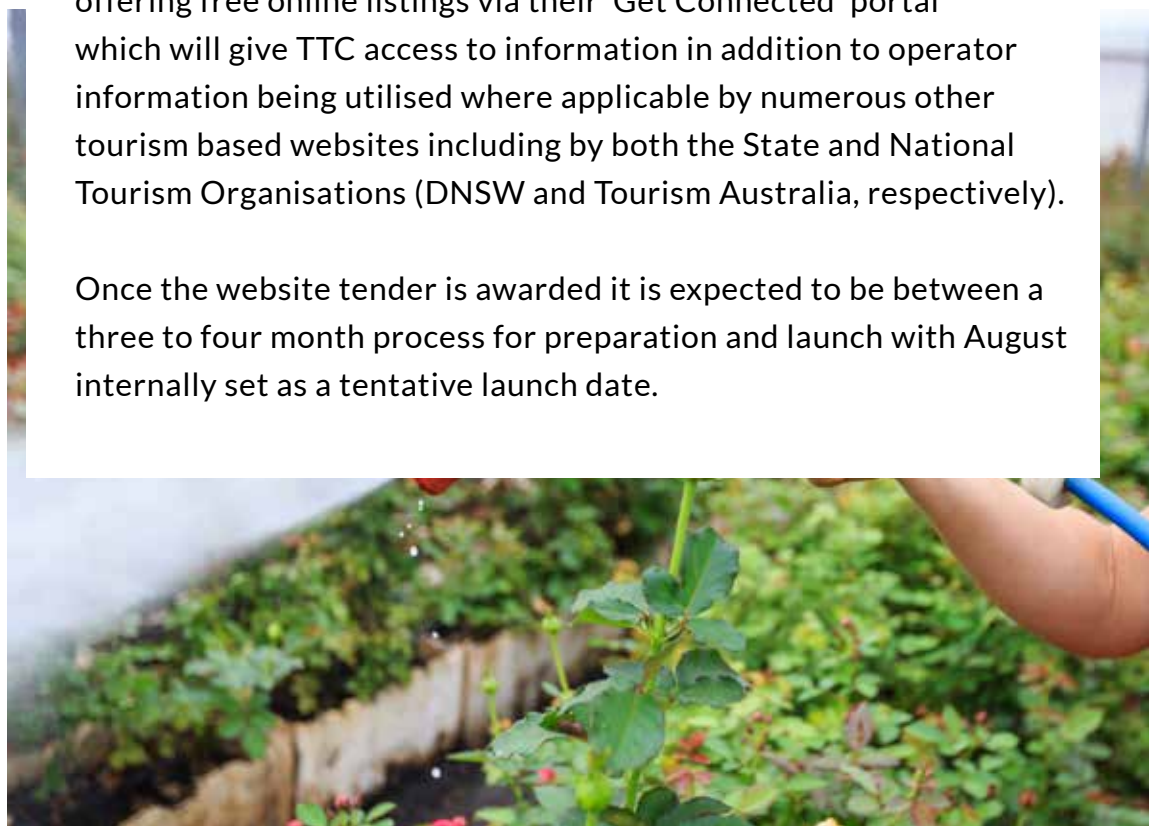
5.1.3 NEW DESTINATION WEBSITE DEVELOPMENT

TTC is undertaking the development of a major new tourism website promoting the tourism attributes of the Tweed region. Following the shortlisting and invitation of a number of digital agencies, TTC is working towards awarding the tender and at the time of printing is still undergoing due diligence around ongoing digital relationships. Through this project, TTC aims to deliver a multi-faceted

destination website focused on consumer inspiration as well as linking the consumer to practical next steps for booking their dream holiday to the Tweed region (i.e. linking to local businesses). The website will be a significant development with ongoing resourcing needing to be front of mind so that the project promotes the effective use of staffing time, whilst delivering maximum positive impact for stakeholders.

This will be achieved through features to harness user generated content, as well as operator and event listings being the responsibility of the operator and/or event organiser. An example of how this is likely to work will be by utilising the power of the Australian Tourism Data Warehouse (ATDW) for operator listings. ATDW is an industry standard with Destination NSW (DNSW) offering free online listings via their 'Get Connected' portal which will give TTC access to information in addition to operator information being utilised where applicable by numerous other tourism based websites including by both the State and National Tourism Organisations (DNSW and Tourism Australia, respectively).

Once the website tender is awarded it is expected to be between a three to four month process for preparation and launch with August internally set as a tentative launch date.



5.2 COMMUNICATIONS UPDATE

5.2.1 THE INTERNATIONAL MEDIA MARKETPLACE (IMM)

IMM is established as a leading industry event for the media to meet travel and tourism brands. The 30 appointments that TTC hosted at the event in February have since been followed up, with multiple 'leads' resulting in scheduling either for upcoming famils and stories, or for further follow-up aiming to achieve publicity goals in the future. Regular communication ensures that the Tweed remains high on the radar of journalists.

The media famil schedule (see below table) for the upcoming 3 months includes four famils booked for April, including premium publications with a large audience reach inclusive of Escape, The Sydney Morning Herald, The AGE, The Canberra Times, The Gold Coast Bulletin, and international outlets including The Globe and Mail (Canada), and the Lonely Planet:

UPCOMING FAMILS:

Publication	Dates	Type
Escape	24-25 Mar	Generated (IMM)
Canada Globe/Mail	11 April	Supported (via DNSW)
SMH/AGE/Canberra Times (Good Food	15-17 April	Generated (IMM)
Mercedes Benz Magazine	17 April	Generated
Gold Coast Bulletin & Courier Mail	20-21 April	Supported (via operator)
Senior Traveller (TBC	13-15 May	Generated (IMM)
Delicious/Lonely Planet	17-19 June	Generated (IMM)

5.2.2 GENERAL UPDATE

Media releases for the quarter focused on events to align with the upcoming April school and Easter holidays, such as 'Five things to love about the Tweed' and 'MAT festival program' launched.

The media compilation list (see below) includes stories ranging from Jetstar flight magazines to Sydney Weekender, to Domain which featured as part of the Financial Review in late March (see screenshot).

Additionally, TTC is getting involved with assisting private event organisers to develop stories, and has identified May as the month of food events. Upcoming press releases, blogs and famil support are being developed around this theme.

MEDIA COMPILATION LIST:

- VOGUE AUSTRALIA- best road trips 3/1/19
- CONCRETE PLAYGROUND- 5 underwater experiences-Cook Island 7/1/19
- NEW YORK TIMES- top 52 places 2019 10/1/19
- BUSH N BEACH FISHING MAGAZINE- Gc-Tweed 10/1/19
- NEWCASTLE HERALD- Escape the rat race for paradise-Tweed 12/1/19
- ECHONET DAILY- M' Bah Arts Precinct
- E-GLOBAL TRAVEL MEDIA- TTC 24/1/19
- DAILY TELEGRAPH-Terranora 29/1/19
- BLANK MAGAZINE- Tourist in my town- Pot to plate 30/1/19
- CONDE NAST- Best hotel Halcyon Hotel 2/19

- DAILY TELEGRAPH- Tweed food trail 2/19
- SYDNEY WEEKENDER- Blue Ginger, Tourism Awards 2/19
- TWEED DAILY NEWS- Tourism Awards, TTA 2/19
- BYRON ECHO- Tweed Chefs 2/19
- NINE NEWS- Salt Surf Club opens/TTC 2/19
- TWEED VALLEY WEEKLY- TTA- tourism academy story 2/19
- NORTHERN STAR- Salt Surf Club opening TTC 2/19
- DESTINATION NORTH COAST NEWS- Tweed Tourism Academy Launches 2/19
- TWEED LINK- Tweed Tourism Academy Launches 2/19
- GC BULLETIN- Tweed new chefs 2/19
- URBANLIST- Baked, new chefs 2/19
- AUS GOOD FOOD GUIDE- Ben Devlin 2/19
- THE WEEKEND EDITION- Tweed new chefs 2/19
- DELICIOUS- Tweed chefs 2/19
- COURIER MAIL- Ben Devlin 2/19
- THE AUSTRALIAN- Tweed chefs- Jason Barratt, Ben Devlin 2/19
- DOMAIN- Destination feature 3/19
- QANTAS LINK- food listicle 3/19
- SYDNEY WEEKENDER- destination feature Blue Ginger 3/19
- CONDE NAST- Halcyon House award 3/19
- JETSTAR- food feature 3/19
- THE WEEKENDER- galley-valley day trips 3/19
- AUS TOURISM AWARDS- Blue Ginger feature 3/19
- CREEK TO COAST- D-bah house, D-bah beach feature 3/19
- GOLD COAST BULLETIN- baked. Tweed heads review 3/19
- TWEED DAILY NEWS- Tweed tourism/TSC 3/19
- TWEED VALLEY WEEKLY- Tweed Tourism Academy/future 3/19
- ETB TRAVEL NEWS- Chefs feature/KMS story 3/19
- TRAVMEDIA RELEASE- Chefs feature KMS story 3/19





6.0 INDUSTRY AND PRODUCT DEVELOPMENT


7.1 MICE MARKETS

The Tweed Tourism Co commenced an exciting new initiative in the Meetings Incentives Conferences and Events (MICE Markets); a sector that generates expenditure of \$290 million in NSW annually. Tweed Tourism Co. (TTC) along with Destination North Coast partnered with Twin Towns to showcase the Tweed at the Asia Pacific Incentives & Meetings Event (AIME) in Melbourne in February. As a part of the initiative, TTC gave local businesses the opportunity to target conference organisers with a product manual to connect industry to clients. (see image of MICE brochure)

TTC and Twin Towns shared a booth and appointment schedule at the event and met one on one with up to 32 qualified and interested buyers predominantly from Australia, many of whom were in the early stages of planning their next event, meeting or conference. The Tweed booth was part of the Destination New South Wales' Regional NSW stand, the first time DNSW has initiated this type of "regional" exposure at AIME. The Regional NSW stand was the largest exhibition area at AIME 2019.

TTC found AIME to be a worthwhile event, particularly as part of the overall Regional NSW stand. The appointments were productive and informative and there was definitely an appetite from buyers for Regional Venues and Products to create a more enticing proposition for their client base.



A scenic view of a lake at sunset. The sky is filled with soft, colorful clouds in shades of orange, pink, and purple. In the foreground, a metal structure, possibly a water tower or a utility pole, stands in the water. The structure has some graffiti on it. The water is calm, reflecting the colors of the sky. The background shows a line of trees and a clear horizon.

Sharing a stand with a reputable venue such as Twin Towns, allowed TTC to leverage off their wealth of contacts and exposure and assisted with positioning the region as a more laid back alternative to the Gold Coast. The support and assistance provided by our DNC MICE representative Bree, helped to reinforce the fact that we are invested in diversifying and expanding our product offering for conferences and events.

6.2 TRADE DEVELOPMENT

TTC will be engaging industry to develop a trade and distribution-based strategy for the region, with consideration of both Eastern and Western markets. To begin this process, TTC discussed trade based opportunities and future plans with several tourism operators at the Tweed Tourism ThinkTank meeting that took place on the 26th March.

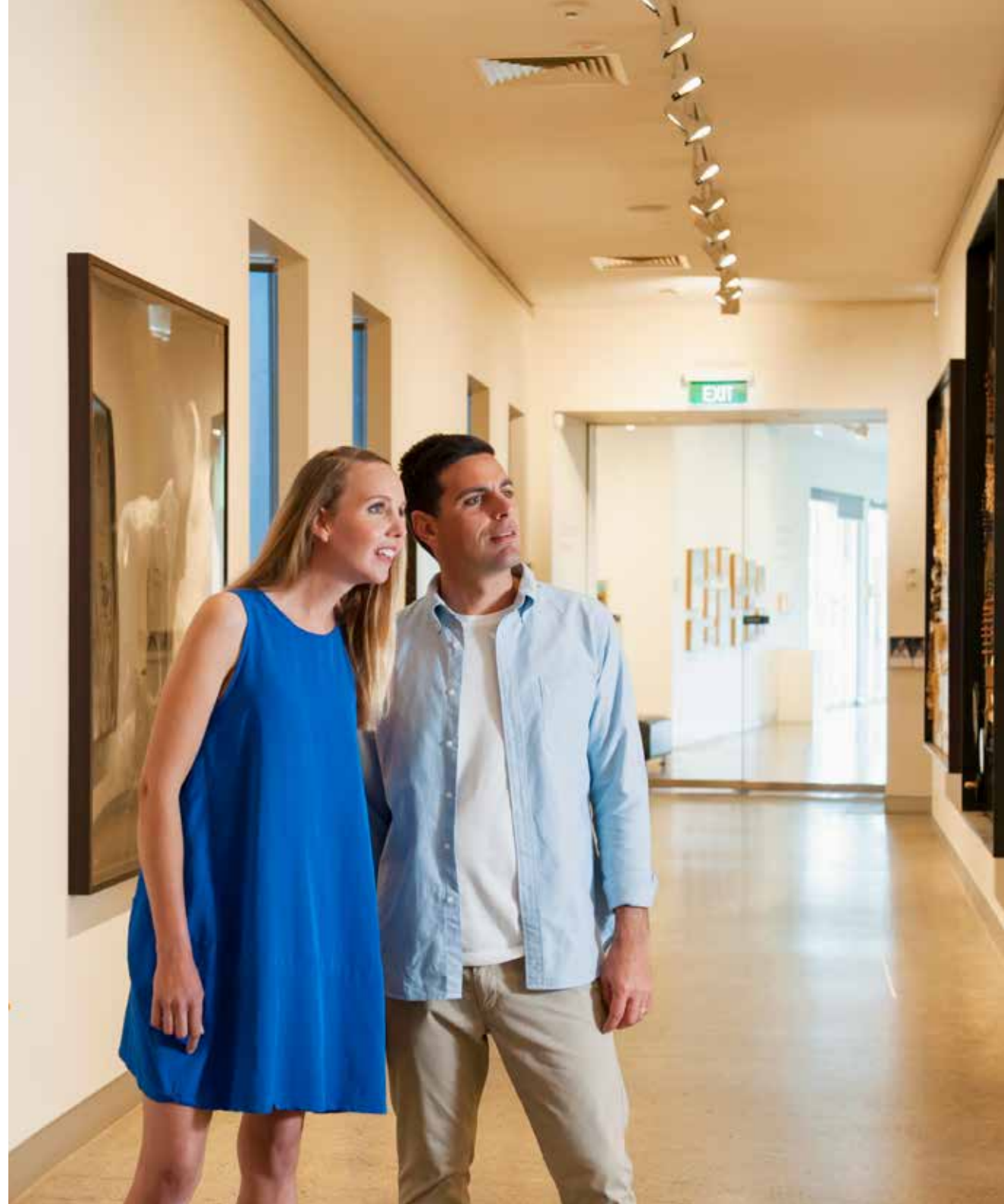
Leading up to and following this meeting, a highline, internal trade strategy has been developed which focuses on the following key objectives:

Primary: (in the first instance) TTC is looking to engage a primarily Western markets approach to both enhance the local operators' efforts, provide assistance in driving demand and visitation, and also to utilise TTC's internal team strengths.

Primary: to focus on operator education and up-skilling to drive long-term destination results through additional product and awareness; inclusive of (but not limited to) trade mentoring and packaging/bundling programs.

Further aim: to look for eastern market insights from local stakeholders within the destination to develop strategies on supporting and assisting operators in generating overnight visitors.

Long-term aim: to scope how a collaborative western-focused trade strategy with further NSW regions may benefit the Tweed region.



The Australian Tourism Exchange (ATE) will play a key role in TTC's trade strategy. The event is Australia's largest tourism trade show and will be held in Perth between 8th – 12th April 2019. TTC will attend the event on behalf of the Tweed region.

In a region first, TTC is liaising with local tourism operators to develop the region's first Trade-based Product Manual. The Manual is a cooperative marketing opportunity for industry who are actively working with trade-based distribution partners. This piece of collateral will be launched at ATE 2019 and will be TTC's primary trade collateral piece when dealing with domestic and international trade partners.

6.3 INDUSTRY AND OPERATOR EDUCATION

6.3.1 THE TWEED TOURISM ACADEMY

The Tweed Tourism Academy initiative has now been launched, is currently being communicated to industry and TTC is receiving overwhelmingly positive feedback on the industry development program to date.

Take up of the programs by local operators has been very positive, with the first initiative to commence being the Tweed Tourism Futures Leadership Program.

The Tweed Tourism Futures Leadership Program

This program will involve around 15-20 participants across the 4 month period. Through participating in this program, participants will have access to 4 x one day intensive learning workshops alongside 3 x one on one mentoring sessions for each participant. Details of the workshops include the following:



Workshop 1: “Dream Big”, April 5, 2019 - Surfing Australia High Performance Centre 8:30am - 4pm

Workshop 2: “Focus on Self”, May 3, 2019 - Twin Towns Conference and Function Centre 8:30am - 4pm

Workshop 3: “Focus on Team”, May 23, 2019 - Surfing Australia High Performance Centre 8:30am - 4pm

Workshop 4: “Open to the World”, June 13, 2019 - Twin Towns Conference and Function Centre 8:30am - 4pm

A half day symposium at the end will showcase the group's learnings (runs across 4 months). The Regional Tourism Leadership Symposium will take place on July 5 2019.

Trade Development Program

This program aims to provide operators with an understanding of the complexities of trade/distribution and provide the knowledge, tools and to capitalise on the benefits that working with domestic and international tourism trade partners presents. This is an intensive mentoring program which is heavily subsidised by The Tweed Tourism Co and includes participation in our 4-hour Trade Ready workshop and our 'DR Tourism Trade Handbook' (runs across 3-4 months).

Feedback regarding this program has been very positive. Despite the fact that this program will commence towards the end of the financial year, a number of operators have submitted expressions of interest to participate, and TTC expects to select these operators in the coming weeks.



Trade Development Workshop

This workshop offers an introduction to the complexities of trade/ distribution and provides the knowledge, tools and understanding to capitalise on the benefits that working with domestic and international tourism trade partners presents (1/2 day).

Experience Development Workshop

This workshop aims to raise awareness of the importance of developing and enhancing visitor and customer experiences and to equip program participants with the knowledge and tools to build, further develop and promote their own experiences (1/2 day).

Packaging and Bundling Workshop

This workshop explores why we package tourism products and experiences and assists the development of 'draft' packages that are suitable for domestic distribution in the workshop (1/2 day).

7.0 EXPERIENCE & TOURISM DEVELOPMENT

7.1 SPORTS TOURISM STRATEGY

This Sports Strategy has a high level, broad direction in a Discussion Paper and is currently being shared and discussed with stakeholders. Progression will now depend on TTC's capacity to have its staff liaise further with stakeholders, and for enough interest to establish a regional group to drive the strategy.

7.2 PRIORITY DEVELOPMENT PROJECTS

TTC notes that the following is not an exhaustive list of priority projects for the region. There are, however, two significant projects that have attracted public funding and will be strategically important in the coming years to be efficiently implemented for future opportunities.

7.2.1 NORTHERN RIVERS RAIL TRAIL

As taken from the briefing note on the Northern Rivers Rail Trail website:

The Northern Rivers Rail Trail (NRRT) will be different things to different people depending on whether you like to walk, ride a bicycle or a horse, or drive a zero-emissions vehicle such as a mobility scooter, a Segway or an electric bike. It will also depend on whether you want to cover the whole 132 kilometres from Casino to Murwillumbah, or a specific section of the trail that appeals to your particular interest.

You may want to walk or ride to work or school or just take a short stroll in your local area as part of your daily exercise program. The initial Murwillumbah to Crabbes Creek stage of the Northern Rivers Rail Trail is anticipated to be completed by late 2020. TTC is committed to working with all stakeholders to ensure the project's vision has the best chance for success.

7.2.2 TWEED BYRON HINTERLAND TRAILS

As taken from the briefing note on the NSW Parks & Wildlife website:

Tweed Byron Hinterland Trails will create high quality nature-based visitor experiences focusing on a signature walk from near the village of Uki to Minyon Falls in the far north NSW hinterland. The project will see new sustainable visitor infrastructure in the Wollumbin, Mount Jerusalem and Nightcap national parks and Whian Whian State Conservation Area. This project received funding through the 2018/19 NSW Government budget for \$7.35 million and will be delivered in stages over a four year period, with final completion expected in 2022.



8.0 ACTION PLAN

Please note that the following draft overview for yearly activities is intended for approximate timeline purposes only.

Draft TTC Activity Schedule (2019 Calendar Year)	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Digital media promotion (social media and website)												
Digital media promotion (social media and website)												
Consumer Website development and launch (one-off)												
Summer Social Campaign												
Social Campaign 2												
Visitor Information Centres (VIC's)												
VIC promotions												
Brochure racking sales cycle												
VIC Famils Program												
VIC Product Briefings												
Print Publications (selling and delivery cycles)												
TTC Annual Partnership Prospectus												
Tweed Holiday Planner												
MICE Markets Product Manual												
International Product Manual												
Tweed Dining Guide												
VIC Brochure Updates												
Consumer Marketing Campaigns												
Winter Campaign												
Tweed Gift Guide												
Event Based Marketing Campaigns												
Events Social Channel Launch												
B2B Event Calendar Initiative												
Events social campaign												
Event-specific micro-campaigns												

8.0 ACTION PLAN CONTINUED

Draft TTC Activity Schedule (2019 Calendar Year)	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Development Programs												
Agri-trails platform and launch												
Nature trails platform and launch												
Sports strategy development and launch												
Education Programs												
Trade Ready Mentoring Program												
Trade Ready Workshop												
Experience Development Workshop/Program												
Packaging & Bundling Workshop/Program												
Tweed Tourism Futures Leadership Program												
Industry Forums & Stakeholder Engagement												
TTCnews eDM releases												
Media Monitoring Industry Briefs												
TTC Corporate Facebook comms												
TTC Quarterly Networking and meetings												
Trade Show Representation												
Australian Tourism Exchange												
AIME (MICE Markets)												
Further Partnerships												
CBWTG - Rainforest Way Initiative												


Please note this document is subject to change. This is intended for internal planning purposes ONLY




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